

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6098
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	8810	Campaign Ref:	E:120703016
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /924930	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/24/12 to 09/30/12	Weeks:	1	Order Ref:	06217504
Est./PO Number:	06217504	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

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Product:	McCrory 4 NC Gov	Booking Group:	WSPA	8810
Demographic:	(L) Household	Order:		
		Key Market:	Greenville Spartanburg Asheville	

Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	1	1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	1	1	225
3	M-F 8a CBS This Morning ...F..	110	30 Comme	1	1	110
4	M-F 9a Dr Phil ...F..	150	30 Comme	1	1	150
5	Fri 9p ET / 8p CT Made In Jersey ...F..	900	30 Comme	1	1	900
6	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	1	1	170
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	8810	Campaign Ref:	E:120703016
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /924930	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 09/30/12	Weeks:	1	Order Ref:	06217504
Est./PO Number:	06217504	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
8	M-F 4-5p Judge Judy M.....	225	30 Comme	1	1	225
9	M-F 8a CBS This Morning M.....	110	30 Comme	1	1	110
10	M-F 9a Dr Phil M.....	150	30 Comme	1	1	150
11	Sat 10p ET / 9p CT 48 HoursS.	600	30 Comme	1	1	600
12	Sat 7p Access HollywoodS.	400	30 Comme	1	1	400
13	Sat 8-9pS.	400	30 Comme	1	1	400
14	Sat 8-10pS.	400	30 Comme	1	1	400
15	Sun 1030a ET / 930a CT Face The NationS	275	30 Comme	1	1	275
16	M-F 1135p ET / 1035p CT Late Show ...T....	170	30 Comme	1	1	170
17	M-F 3p ET / 2p CT Let's Make A Deal ...T....	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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Pat McCrory /R/ Governor/ NC
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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	8810	Campaign Ref:	E:120703016
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /924930	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 09/30/12	Weeks:	1	Order Ref:	06217504
Est./PO Number:	06217504	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
18	M-F 4-5p Judge Judy ...T....	225	30 Comme	1	1	225
19	M-F 8a CBS This Morning ...T....	110	30 Comme	1	1	110
20	M-F 9a Dr Phil ...T....	150	30 Comme	1	1	150
21	Tue 10p ET / 9p CT Vegas .T.....	1200	30 Comme	1	1	1200
22	M-F 1135p ET / 1035p CT Late Show .T.....	170	30 Comme	1	1	170
23	M-F 3p ET / 2p CT Let's Make A Deal .T.....	150	30 Comme	1	1	150
24	M-F 4-5p Judge Judy .T.....	225	30 Comme	1	1	225
25	M-F 8a CBS This Morning .T.....	110	30 Comme	1	1	110
26	M-F 9a Dr Phil .T.....	150	30 Comme	1	1	150
27	Wed 10p ET / 9p CT CSI ..W....	1200	30 Comme	1	1	1200
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

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Ref	Sales Product Details	Rate	Spot Type	09/24	Total	Cost
28	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	1	1	150
29	M-F 4-5p Judge Judy ..W....	225	30 Comme	1	1	225
30	M-F 8a CBS This Morning ..W....	110	30 Comme	1	1	110
31	M-F 9a Dr Phil ..W....	150	30 Comme	1	1	150
32	Sat 7p NewsS.	150	30 Comme	1	1	150
Mkgd						
Weekly Totals: Total Spots(Ord Spots)				31	31	
Closed PR				1	1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	Sat 7p Access Hollywood	:30 Commercial	09/24/12	Closed Pre Emption	150.00	32 (09/29)	0000169846	

Grand Totals

				Month 9 Weeks: 5				
				09/24				
Totals				31				31
Cost				8810				8810

Grand Totals:

Spots:	31
Gross Total:	8,810.00
Commission:	1,321.50
Net Total:	7,488.50

AGENCY: SMART MEDIA GROUP BUYER: MICHELE BROOKS
ADVERTISER: POLI/P MCCRORY/R/GOV ESTIMATE#: 924930
PRODUCT: MCCRORY 4 NC GOV SEP24/12- SEP30/12 (WKS-1)

STATION MAKEGOOD OFFERS:

M2	UNRESL	BUY#12	MISSED: SAT/700P-730P	SEP29	30S	\$150.00	(AUG3/12)
			OFFER: SAT/700P-730P	SEP29	30S	\$150.00	PLS ADVISE.
			CMT: PROGRAM CHANGE	SPOT IS BOOKED	PLS ADV		